

**YOU CAN'T
HELP
INHALING.**

But

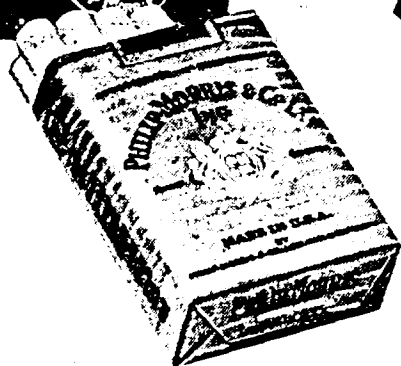
**YOU CAN
HELP YOUR
THROAT!**



SMOKING'S MORE FUN when you're not worried by throat irritation or "smokers' cough" It's natural to inhale, sometimes. All smokers do. And inhaling increases the CHANCE of irritation to your sensitive nose and throat. But—note this vital difference! Eminent doctors compared the five leading cigarettes . . . and report that:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS
AVERAGED MORE THAN THREE TIMES AS IRRITANT AS THE
AMAZINGLY DIFFERENT PHILIP MORRIS — AN IRRITANT
EFFECT WHICH LASTED MORE THAN FIVE TIMES AS LONG! *

If you smoke PHILIP MORRIS you have this
proved protection — even when you in-
hale! Protection added to your enjoyment
of the world's finest cigarette tobacco.
THEY TASTE BETTER—THEY'RE BETTER
FOR YOU!



CALL FOR PHILIP MORRIS

**FINER PLEASURE PLUS REAL PROTECTION —
AMERICA'S FINEST
CIGARETTE!**

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*Fully reported in authoritative medical journals

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